

## OBTAINING THE CTE BRAND LOGO

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### BACKGROUND:

The CTE brand logo (shown above) is a registered trademark of the National State Directors of Career and Technical Education Consortium (NASDCTEc). Consistent usage and vigilant stewardship are critical in order to effectively establish the CTE brand. Wisconsin adopted the brand and has prepared a process (described below) to manage the appropriate use of the CTE brand logo as it is disseminated to eligible users. In Wisconsin eligible users are CTE Coordinators and CTE staff in local school districts and at Collaborative Education Service Agencies. As eligible users adopt the CTE brand logo they agree to the terms of use and will act to ensure the integrity of the brand logo by correcting any inappropriate use of the logo. Failure to do so by an authorized user may result in revocation of permission to use the brand logo and accompanying materials.

### PROCESS:

**Step 1:** Decide which personnel need to have access to the CTE Brand Logo.

**Step 2:** Third party users complete an [approval form](http://www.careertech.org/resources/cteuseragreement.html) online  
(<http://www.careertech.org/resources/cteuseragreement.html>)

**Step 3:** Watch the [CTE Learning that Works for America](#) video (1:22)

**Step 4:** Once you receive the brand logos, please refer to the Brand User Guide (PDF) and [FAQs](#) at  
<http://www.careertech.org/resources/promo-materials.html>.

**Step 5:** Explore the examples of [CTE branding use in Wisconsin](#). (*Compilation of resources*)

**Step 6:** The brand logo files will be emailed to you when these five steps are completed.

### NOTES:

NASDCTEc (Ramona Schescke) is copied on the submitted form and it gets forwarded to Carol Lynch for approval/denial. Carol is the state level contact.

If approved, Ramona completes the paperwork and sends out notification to the third party user (LEA).

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